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STATE FOR NEA/ARP (BJACKSON), ECA/PE/C/CU (RKEITH), NEA/PPD (DBENZE)

E.O. 12958: N/A

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SUBJECT: AMERICAN TRIVIA NIGHT CAPTIVATES KUWAITI YOUTH AUDIENCE

¶1. Summary: Some 75 Kuwait youth tested their knowledge of American history, culture and society at the first American Trivia Night sponsored by Embassy Kuwait and a popular local eatery. The July 30, 2007, event pitted teams of players aged approximately 16 to 30 who answered five rounds of questions on such topics as American history, business, art and film, sport, holidays and famous Americans. The evening's goal - a new and fun way to expose Kuwaiti youth to American society and values - was visibly achieved as evidenced by the exceptional turnout and the buzz and laughter of the evening. The event, which was covered by the Kuwaiti press, made a big impact with a small budget through reliance on private sponsors and volunteers. Embassy Kuwait plans to hold similar trivia nights at other venues popular with Kuwaiti youth. End Summary

#### Sharing American History, Society and Culture

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¶2. Embassy Kuwait organized on July 30, 2007, an entertaining and informative evening of American trivia for some 75 patrons of Diva's Restaurant, an eatery frequented by Kuwaiti youth in the city's popular Salmiya district. The competition consisted of five 12-question rounds with each round featuring progressively more challenging questions. Each table worked together as a team to answer trivia questions on various subjects related to American history and culture. American volunteers acted as "life-lines" and were available to assist with questions and provide a limited number of hints to answers. Prizes of books, souvenirs, American candy and pens were awarded to the winner of each round and to a final tournament champion.

#### Through Trivia Youth Discover America

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¶3. The goal of Trivia Night was to attract a young audience and spread knowledge about America in a fun and unique way. One question, for example, asked participants to identify the industrious American whose assembly line system brought about the first affordable mass-produced automobiles. Another asked what two chambers make up the U.S. Congress. The event reached the key target audience, Kuwaiti youth aged 16 to 30, who account for a large majority of the population. Their range of experience with America varied; some had studied or visited, but others had never been to the U.S. As a whole, the young generation of Kuwaitis is impressionable and in some circles susceptible to extremist ideas due to the lack of entertainment opportunities and productive extra-curricular outlets. By engaging Kuwaiti youth Post can help instill understanding and respect of American values and inspire interest in America thereby encouraging Kuwaitis to study in the U.S.

#### Media Coverage

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¶4. Trivia night was covered by the two major English-language newspapers, Kuwait Times and Arab Times. Each outlet's report was a half page and made note of the Embassy's efforts to reach out to

Kuwait's younger generation. The reports included up to six color photographs. The Arabic media carried pre-event announcements, which helped attract a large audience.

#### Making Waves on a Shoestring Budget

15. Embassy Kuwait staff and volunteers received nothing but positive feedback from the participants throughout the evening. The event was arranged through the use of volunteers, local sponsors, and Information Resource Center materials. The management at Diva's Restaurant is eager to co-host similar events in the future and to provide additional cost-sharing.

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Visit Embassy Kuwait's Classified Website:  
<http://www.state.sgov.gov/p/nea/kuwait>

You can also access this site through the  
State Department's Classified SIPRNET website  
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